

Child-friendly and Parent-approved: Key Trends in Children's Categories

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Abstracts

This report, the third briefing in our “Child-Friendly and Parent-Approved” series, takes a collective view of Euromonitor International’s baby and child-specific categories, highlighting data and trends across a number of key industries. The series connects industry-specific insights with the evolving demographic landscape and lifestyle trends to inform brands and retailers how best to target adults purchasing children’s products in this rapidly changing environment.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International’s vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Understand motivation

Forward-looking outlook

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Take a step back from micro trends

Get up to date estimates and comment

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